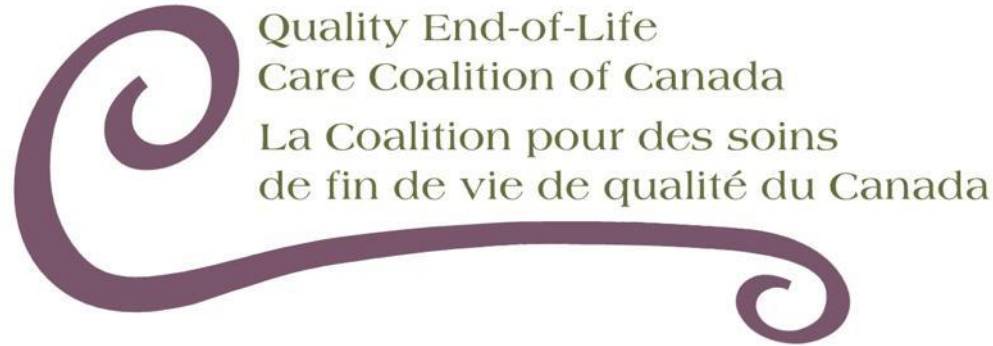






ANNUAL REPORT HIGHLIGHTS 2012

**Quality End-of-life Care Coalition of
Canada Annual Meeting
January 24-26, 2013**

There were 35 Member Organizations at the end of 2012

2

ALS Society of Canada
Alzheimer Society of Canada
Canadian AIDS Society
Canadian Arthritis Patients Alliance
Canadian Association of the Deaf
Canadian Association of Occupational Therapists
Canadian Association for Spiritual Care
Canadian Association of Social Workers
Canadian Breast Cancer Network
Canadian Cancer Society
Canadian Caregiver Coalition
Canadian Healthcare Association
Canadian Home Care Association
Canadian Hospice Palliative Care Association
Canadian Lung Association
Canadian Medical Association
Canadian Nurses Association
Canadian Pharmacists Association

Canadian Society of Palliative Care Physicians
Canadian Society of Respiratory Therapists
Canadian Virtual Hospice
Catholic Health Association of Canada
College of Family Physicians of Canada
The GlaxoSmithKline Foundation
Heart and Stroke Foundation of Canada
Huntington Society of Canada
Kidney Foundation of Canada
Long Term Care Planning Network
National Initiative for the Care of the Elderly
Mental Health Commission of Canada
Ovarian Cancer Canada
The Pallium Foundation
Saint Elizabeth Health Care
VON Canada
Women's Inter Church Council of Canada



Executive Committee

3

2012 Committee Members

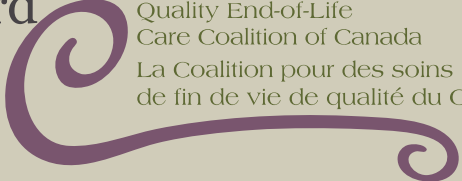
- **Melody Isinger** – Advocacy Committee
- **Bobbi Greenberg** – Communications Committee
- **Doreen Oneschuk** – Professional Education Committee
- **Denise Page** – Family Caregiver Support Committee
- **Sharon Baxter** – Research Committee

Executive Committee Activities

4

Activities:

- Met a number of times between January and December to oversee QELCCC activities.
- Added one new member – Women's Inter-Church Council of Canada
- Main focus for the year was to remain ensuring the ongoing efficient and effective administration of the Coalition, and to leverage opportunities to develop partnerships that help ensure access to quality hospice palliative and end-of-life care in Canada.
- Followed the developments and activities of the Parliamentary Committee on Palliative and Compassionate Care.
- Sat on the Advisory Committee of the Way Forward Initiative and attended several meetings.



Quality End-of-Life
Care Coalition of Canada
La Coalition pour des soins
de fin de vie de qualité du Canada

Advocacy Committee

5

2012 Committee Members

- **Melody Isinger (Chair)** – Canadian Medical Association
- **Nadine Henningsen** – Canadian Homecare Association
- **Denise Page** – Canadian Cancer Society
- **Bobbi Greenberg** – Communications Consultant
- **Margot Mcnamee** – Canadian Nurses Association
- **Sharon Baxter (secretariat)** – Canadian Hospice Palliative Care Association

Workplan Item 1: *Influence Government*

6

Activities:

Throughout 2012, the committee used key messages, asks and vignettes (leave behind packages). They reminded member organizations developing briefs to the finance committee to identify palliative care issues. The committee sent packages to MP's and Senators in April 2012 to increase profile in conjunction with National Hospice Palliative Care Week.

The committee assisted with the Parliamentary reception hosted on November 21, 2012 with Mr. Joe Comartin and Mr. Harold Albrecht. Over 95 stakeholders and MP's were present, and all of whom had a dedicated interest in hospice palliative care.

Workplan Item 2: *Election Toolkit*

7

Activities:

The committee continued to adapt and update existing tools and circulate to members to encourage them to include it in their election packets.

The Election Kit was distributed to provincial QELCCC's as necessary, with many member groups also using the kit. After discussion, the committee decided that this item will be removed from future workplans and moved into a section labeled, "for future consideration."

Workplan Item 3: *Monitor Parliament for members comments about end-of-life care*

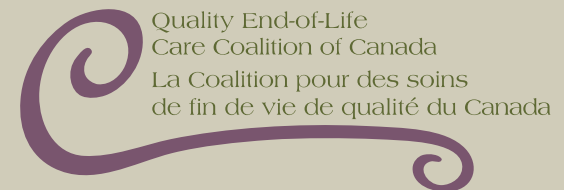
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Activities:

The committee continued to identify anyone who has mentioned Advance Care Planning or End-of-Life Issues in parliament. Several letters were sent throughout 2012, we will continue to monitor Hansards and send letters as needed.

The committee continued to monitor news feeds for celebrities or notable people who mention HPC or ACP. Several letters were sent out throughout 2012.

The committee created a list of parliamentary champions in hospice palliative care. The committee will add any MP's or Canadian Celebrities who mention HPC or ACP, the committee has sent out 3 letters to date and may expand this to include companies with advanced compassionate care benefits in 2013.



Workplan Item 4: *Liaise with provincial QELCCs or other relevant organizations*

9

Activities:

An Advocacy Committee representative offered to attend future provincial QELCC teleconferences to share ideas and best practices. The next provincial QELCC meeting should be held in January 2013. Provincial Coalitions are active in Ontario, Nova Scotia, and Alberta.



Communications Committee

10

2012 Committee Members

- **Bobbi Greenberg (Chair)** – Communications Consultant
- **Shelagh Campbell Palmer** – Canadian Pharmacist's Association
- **Alison Pozzobon** – The GlaxoSmithKline Foundation
- **Judy Donovan-Whitty** – Canadian Breast Cancer Network
- **Teresa Petch** – VON
- **Sharon Baxter (secretariat)** – Canadian Hospice Palliative Care Association

Workplan Item 1: *Timely Dissemination of Relevant Communications to QELCCC Members*

11

Activities:

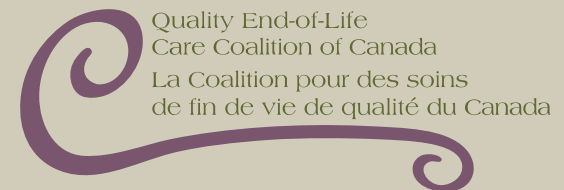
- Continuously collaborated with Coalition Committees to align effective, consistent messaging through E-blasts and updates.
- Ensured member's communications' lead contacts were current. Reminders were sent out in spring and fall E-blasts.
- Continued to ensure members have most current QELCCC collateral: Executive Summary, Poster/abstract, and Protocol for members sign-on for Coalition public documents /releases.
- A matte article was written for Committee member's use and can be obtained through the secretariat.
- News Updates - QELCCC E-Blasts were sent March 2012, September 2012, and December 2012.

Workplan Item 2: *Build Awareness of the Coalition and its Initiatives*

12

Activities:

- Communications strategy was developed for the Coalition by Blueprint Public Relations. The strategy will be discussed and distributed at the 2013 Annual Meeting.
- The committee continued to encourage members to incorporate a “declaration” of respective organization as QELCCC member. The declaration sent out with the spring and fall E-Blasts.
- The Committee continued searching for media coverage opportunities and monitored the media closely for palliative and end-of-life care news.
- Awards committee was established over the summer of 2012. This committee established award criteria and chose a recipient to be announced at the Annual Meeting.



Workplan Item 3: *Advance Care Planning in Canada*

13

Activities:

- Following the ACP Awareness Campaign launch, the committee conducted survey with members re response/uptake of campaign. There were no respondents to the survey.
- The committee also included an update on the success of the ACP launch and ACP day in the Spring E-blast.
- The committee will continue to encourage member organizations to promote and publicize the upcoming ACP day, April 16, 2013

Workplan Item 4: *Continue to liaise with Parliamentary Committee on Palliative and Compassionate Care*

14

Activities:

- Wrote letters to 51 committee members asking them to be champions and speak to 10 people “the power of 10” in the lead up to a fall hill day, these were sent in April 2012.
- The communications committee also assisted with the planning and execution of the November 21 Parliamentary Reception which honored the PCPCC report and their dedication to palliative care.

Workplan Item 5: *Communications Strategy*

15

Activities:

- Communications strategy was developed for the Coalition by Blueprint Public Relations. The strategy will be discussed and distributed at the 2013 Annual Meeting.



Professional Education Committee

16

2012 Committee Members

- **Doreen Oneschuk (Chair)** – Royal College of Family Physicians
- **Marilyn Sapsford**– Ovarian Cancer Canada
- **Mary Schulz** – Alzheimer Society of Canada
- **Srini Chary** – The Pallium Foundation
- **Sharon Baxter (secretariat)** – Canadian Hospice Palliative Care Association

Workplan Item 1: *Conduct an Environmental Scan of QELCCC Members of Available Educational Tools and Resources*

17

Activities:

- Environmental scan redeveloped and redistributed to members. Includes two rounds of follow up with the member organizations that did not respond. Annual refresh completed and distributed to members in March 2012.

Workplan Item 2: *Brief/Issues Paper on Palliative Approach/End-of-Life Care Integration in emerging Chronic Disease Prevention and Management (CDPM)*

18

Activities:

- Two papers have stemmed from this topic idea, one on chronic disease management and the other on the palliative approach. Both papers are completed through the Way Forward Initiative and have been reviewed by the committee. They will be available at the Annual Meeting.



Family Caregiver Support Committee

19

2012 Committee Members

- **Denise Page (Chair)** – Canadian Cancer Society
- **Doug Kellough** – Canadian Association for Spiritual Care
- **Shirley DeMerchant** – Women's Inter-Church Council of Canada
- **Tanny Nadon** – Canadian Cancer Action Network
- **Marlene Chatterson** – Canadian Association of Social Workers
- **Shelly Cory** – Canadian Virtual Hospice
- **Sharon Baxter (secretariat)** – Canadian Hospice Palliative Care Association

Workplan Item 1: *Promote and recognize the role of family caregiving to Canadian society.*

20

Activities:

- The Committee sent out several press releases about caregiving and Caregiving Day on April 5, 2012 through member organizations.
- The CHPCA led a very successful Caregiver day campaign that included a webinar, tweetchat and marketing materials. The Canadian Virtual Hospice released a series of successful caregiver videos.
- The committee sent a survey to Coalition members asking if they would like to have a theme for the 2013 campaign, there were no respondents.

Workplan Item 2: Advocate for a caregiver strategy that provides supports for caregivers – financial and non-financial.

21

Activities:

- The committee liaised with other organizations and coalitions throughout 2012 (such as the Canadian Caregiver Coalition, partner organizations).
- Liaise with finance department to promote and new tax credit. In 2012, the federal government announced that they would expand EI benefits to the parents of critically ill children to 35 weeks.
- Fact sheet on CCB – to help advocacy at both national and provincial level, new caregiving statistics were added to the CHPCA fact sheet and will be updated again in March 2013.

Workplan Item 3: *Promote and increase awareness of information services and resources for caregivers*

22

Activities:

- Caregiver news and articles were regularly featured in many of the Coalition e-blasts.



Research Utilization Committee

23

2012 Committee Members

- **Patricia Strachan (Co-Chair)** – Heart and Stroke Foundation
- **Mireille Lecours** – Canadian Healthcare Association
- **Vicki Lejambe** – Saint Elizabeth Healthcare
- **Nuala Kenny** – Catholic Health Alliance of Canada
- **Christopher Klinger** – National Initiative for the Care of the Elderly
- **Anna Park Lala** – Canadian Association of Occupational Therapists
- **Le-Ann Dolan** – Canadian Working Group on HIV and Rehabilitation
- **Sharon Baxter (Co- Chair and Secretariat)** – Canadian Hospice Palliative Care Association

Workplan Item 1: Continue to Foster Linkages with CIHR-funded Net Grants and Other Relevant Research Projects

24

Activities:

- The committee continued to search for relevant CIHR grant applications
- Continuously fostered relationships with granting agencies (i.e., CIHR) and knowledge translation partners to develop and maintain HPC as a priority. The committee recruited several Coalition members to attend the CIHR Speaking of Aging Tour in Fall 2012. There was a member in attendance in: Edmonton, Regina, Hamilton, Toronto, Ottawa, and Montreal. End-of-life care remains a priority and the Committee sent a follow up letter thanking CIHR for their continued commitment.

Workplan Item 2: *Coalition Role in Knowledge Translation of Findings Generated by CIHR Research Projects*

25

Activities:

- The committee obtained the list of all past CIHR grantees and sent them letters inviting them to collaborate with the Coalition engage in knowledge translation initiatives with them.
- Committee now has a comprehensive contact database of professionals who have research palliative end-of-life care.

Workplan Item 3: *Encourage QELCCC members to submit new and upcoming research initiatives and research findings relevant to the blueprint priorities to the Secretariat*

26

Activities:

- Through various e-blasts, the committee continued to invite and encourage other members to submit research findings.

Workplan Item 4: *Liaise with Coalition members to ascertain their interest in poster and workshop presentations at their conferences*

27

Activities:

- Through various e-blasts, the committee continued to invite and encourage other members to submit research findings.

Workplan Item 5: *Explore the current state of general indicators for palliative care*

28

Activities:

- The committee discussed this item briefly and has placed it aside for the time being. The Way Forward will create a document on indicators which the committee will review in spring 2013.

Workplan Item 6: *Blueprint Recommendation, Implementation and Next Steps*

29

Activities:

- The committee advocated for better research funding by attending 7 of the cross Canada CIHR meetings throughout the “Speaking of Aging” tour.